



ARTS AND CULTURE COMMISSION

Colleen Wilcox, Chair
Jade Bradbury
George Havelka
Penelope O'Neill

Shawn Charnaw, Vice-Chair
Mary Curtis
Jonathan Knowles
David Stonesifer

TOWN OF LOS GATOS ARTS AND CULTURE COMMISSION RETREAT AGENDA

THURSDAY, APRIL 15, 2010, 3:30 P.M.

**Los Gatos Adult Recreation Center
208 East Main Street
Los Gatos, California**

PARTICIPATION IN THE PUBLIC PROCESS

The Town of Los Gatos strongly encourages your active participation in the public process, which is the cornerstone of democracy. If you wish to speak to an item NOT on the agenda, you may do so during the "Verbal Communications" period. The time allocated to speakers may change to better facilitate the Arts and Culture Commission meeting.

The purpose of the Arts and Culture Commission meeting is to conduct the business of the community in an effective and efficient manner. This is done by following meeting guidelines set forth in State law and in the Town Code. Conduct which is considered disruptive during Arts and Culture Commission meetings includes, but is not limited to:

- Addressing the Arts and Culture Commission without first being recognized;
- Interrupting speakers, Arts and Culture Commission members, and Town staff;
- Continuing to speak after the allotted time has expired;
- Failing to relinquish the podium when directed to do so; and
- Repetitiously addressing the same subject.

For the benefit of the community, the Town of Los Gatos asks that you follow the Town's meeting guidelines while attending Arts and Culture Commission meetings and treat everyone with respect and dignity.

Writings related to an item on Arts and Culture Commission meeting agenda distributed to members of the Commission within 72 hours of the meeting are available for public review at the front desk of the Los Gatos Public Library, located at 110 E. Main Street and are also published on the on the official Town of Los Gatos website. Copies of desk items distributed to members of the Commission at the meeting are available for review in the Adult Recreation Center at the front desk.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (408) 354-6888. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to the meeting. [28 CFR 35, 102-35.104]

ARTS AND CULTURE COMMISSION RETREAT AGENDA

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Purpose: To develop the components of a multi-year Arts Plan for the Arts and Culture Commission.

Objectives:

- Decide what programs, services, and best practices offered by Arts Commissions in other communities to pursue in Los Gatos (from March 10 Commission meeting)
- Develop an Arts Plan outline, identifying key programs, services, policy items and procedures
- Clarify next steps to complete the Arts Plan

3:30 Roll Call

3:35 Approval of March 10, 2010 Minutes (Attachment 1)

3:40 Communications (verbal & written)

3:45 Setting the Retreat Context

- Welcome and Introductions
- Preview retreat purpose, objectives and outcomes
- Clarify relationships between Arts Plan, Arts Master Plan and General Plan

3:50 Programs from Other Communities (Attachment 2)

- Do the categories of programs, services and best practices developed by Staff make sense? What changes, if any, do you suggest?
- What programs are most intriguing and exciting to you?
- What programs are most applicable for Los Gatos, and should be pursued?

4:30 Develop Arts Plan Outline

- What programs, services, policy items and procedures should the Commission pursue in the next the few years?
- How should the Arts Plan be organized? What are the key components and categories?

5:30 Retreat Summary and Next Steps

- What decisions and additional work need to be done to complete the Arts Plan? Who will do it? When?
- Based on the items included in the Arts Plan, does the Commission need to revisit and suggest changes to its charge and responsibilities? If so, how so?
- What are your observations, reactions or evaluations of this retreat?

5:50 Approval of General Plan Recommendations (Attachment 3)

- Vote on subcommittee recommendations to the Town's General Plan
- Approve, not approve or abstain?

6:00 Adjourn

Attachments

1. March 10, 2010 Minutes
2. Program Ideas
3. Ad Hoc Committee Comments

ATTENDANCE: Please contact the Commission Chair or the Community Services Department at (408) 354-6888 if you are unable to attend.



MEMORANDUM

Community Services Department



208 E. MAIN STREET
LOS GATOS, CA 95030

To: Arts and Culture Commission

From: Regina A. Falkner
Community Services Director

Subject: Program Ideas

Date: April 8, 2010

During the last few months, Commissioners have contacted representatives from other communities about their arts programs. This information was provided to the Arts and Culture Commission in its March Agenda packet. A listing of Los Gatos arts programs was provided in the February meeting packet.

Below is a listing of the programs/projects identified by the Commissioners. At the Retreat, Commissioners will be asked to identify the programs that are most intriguing for inclusion in an Arts Plan. (Please see the Retreat agenda for more details.)

1. Arts Programs
 - Film Festival
 - Art Festival
 - Banner Program
 - Grants Program
 - Community cultural events
2. Awards
 - Distinguished Arts
 - Emerging Artist
3. Concerts
 - Outdoor Concert Series
4. Funding
 - Percent of building cost for public art
 - Percent of Transient Occupancy Tax allocated to Arts
 - Revenue from art sales
 - Research and recommend committed public revenue stream for the arts
5. Marketing and Outreach
 - Brochures
6. Museum Services
 - History
 - Art
7. Public Art Program
 - Integration into planning process
 - Review CIP projects annually
 - Art in municipal facilities
 - Indoor
 - Outdoor
 - Gifted, loaned, purchased
 - Rotating exhibits, receptions
 - Art on traffic boxes
 - Mural program
 - Maintenance & Repair
 - Walking Tours



MEMORANDUM

Community Services Department

Attachment 3



208 E. MAIN STREET
LOS GATOS, CA 95030

To: Arts and Culture Commission

From: Regina A. Falkner
Community Services Director

Subject: Consider the Attached Comments from the Ad Hoc ACC General Plan Update Committee for Forwarding to Town Council

Date: April 8, 2010

Recommendation:

That the Arts and Culture Commission consider forwarding the attached General Plan Update comments (Attachment 1) to Town Council.

Discussion:

At its March 10 meeting, the Commission heard a presentation from Wendie Rooney, Community Development Director regarding the General Plan Update. Chair Wilcox appointed an ad hoc committee to review the arts related General Plan components and provide feedback to the Commission. The Committee (Havelka, Knowles, and Wilcox) met and prepared the attached document for the Commission's consideration. Staff will make any additional amendments to the document based on Commission discussion and forward the comments to the Town Council. Feedback from all the Commissions will be reviewed by the General Plan Update Advisory Committee at its May 6 and 20th meetings and by the Council at its August 2 and 16th meetings.

ACC Ad Hoc General Plan Committee Comments

Los Gatos has a thriving arts community that is invaluable to people of all ages in the Town. The Town is committed to protecting and promoting its cultural resources, including, museums, art galleries, public art and other art and cultural programs. The Town also strives to attract and encourage visual and performing arts in Los Gatos.

Programs and Facilities:

Los Gatos's Arts and Culture Commission promotes art and cultural events and public art in the Town. The Arts and Culture Commission is an advisory group to the Town Council and encourages music, drama, art and other cultural activities in Town.

The Commission also reviews proposals for public artwork that is loaned, donated, purchased, or commissioned by the Town and makes recommendations to Town Council.

The Commission is responsible for developing, monitoring, and updating the Arts Plan for approval by Town Council. [more about this document and how it works].

Los Gatos also has two museums - the Art Museum of Los Gatos, located in a historic firehouse on Tait Avenue, and the History Museum of Los Gatos, located in the Forbes Mill annex.

The Town also supports selected non-profit organizations that produce various arts programming. Goals, Policies and Actions.

Goal HS-12 To enrich the Town by making visual arts, the performing arts and other cultural amenities more accessible to the Town's residents. (HS.G.3.1 and HS.G.4.1 combined)

Policy number 1 The Arts Plan will contain policies, recommendations, and guidelines to ensure thriving arts and cultural programs.

Action number 1 Develop, monitor, and update the Arts Plan for approval by Town Council.

Policies:

Policy HS-12.1 Establish procedures for the inclusion of public art in all new public and private development. (HS.P.3.2)

New Policy: Establish procedures for the inclusion of public art in existing public spaces.

Policy HS-12.5 Encourage public and private facilities to host art and culture events. (HS.P.4.2)

Policy HS-12.6 Review best practices and recommend private/public funding, development and operation of cultural activities, activities and centers consistent with the small town character of Los Gatos.

Actions

Action HS-12.1 Develop design guidelines to encourage incorporation of art and art-related uses in new and remodel developments.

Arts and Culture Commission Relevant Draft General Plan Goals, Policies, and Actions

Goal/Policy/Action Nos.	Goals, Policies and Actions
Goal HS-12	To enrich the Town by making visual arts, the performing arts and other cultural amenities more accessible to the Town's residents. (2000 General Plan Goal carryover)
Policy HS-12.1	Encourage public art in all new development. (2000 General Plan Policy carryover)
Policy HS-12.2	Encourage art related uses (theaters, museums, art galleries) in new and remodeled retail development. (2000 General Plan Policy carryover)
Policy HS-12.3	Limit the conversion of museums and theaters to non-art related uses. (2000 General Plan Policy carryover)
Policy HS-12.4	Continue to support music in the plaza. (2000 General Plan Policy carryover)
Policy HS-12.5	Encourage public and private facilities to host performing art events. (2000 General Plan Policy carryover)
Policy HS-12.6	Encourage private/public funding, development and operation of cultural amenities, activities and centers consistent with the small town character of Los Gatos. (2000 General Plan Policy carryover)
Policy HS-12.7	Study the feasibility of a performing arts center for the Town, including options for location and financing. (2000 General Plan Policy carryover)
Action HS-12.1	Develop design guidelines to encourage incorporation of art and art-related uses in new and remodel developments. (2000 General Plan Action carryover)
Goal HS-3	To expand youth programs and services offered within the Town. (New Goal)
Policy HS-3.2	Coordinate with local non-profits and agencies such as the Los Gatos-Saratoga Recreation District to provide opportunities for and participation in music, visual, and performing arts programs. (New policy)
Policy HS-3.3	Encourage youth art by periodically displaying youth artwork in gallery space in Town Council Chambers and the Civic Center. (New policy)
Action HS-3.1	Develop a program to offer Town sponsored events geared toward youth and teens, such as arts and cultural fairs, educational activities, and music concerts. (New Action)